

NOTICE OF POSTING
POSTING DATE: 1/06/2016
CLOSING DATE: 1/27/2016

Recruitment of external applicants is underway concurrent with this posting.
Resumes and letters of interest can be submitted via email to employment@cambridgema.gov.
Cambridge residents are especially encouraged to apply.

POSITION & Graphic Designer
DEPARTMENT: Cambridge Public Library
JOB CODE/POSITION #: L420-701

CIVIL SERVICE: Non-Civil Service

HOURS OF WORK: 37.5 hours per week - initial hours: Monday - Friday 8:30am-5:00pm. Hours are subject to change based on department and Library needs. Candidates are expected to have a flexible approach to schedules.

UNION AFFILIATION: CPLSA, Local 4928

SUMMARY: The Graphic Designer creates both external and internal visual and text communications through graphic design in print, the web and social media under the general supervision of the Communications Manager.

DUTIES & RESPONSIBILITIES:

- Designs the majority of print communication materials for all Main and branch library activities, services, and programs as needed
- Designs all electronic communications for website, social media, email distribution, and online advertising
- Works within stylistic guidelines established by the Library to ensure consistent branding; edits staff generated content accordingly
- Handles printing and production of all in-house projects for the system in an efficient and timely manner
- Takes photographs and videos as needed
- Responsible for current and attractive display of promotional materials throughout the library
- Manages library web site for visual appeal, currency and consistency
- Works congenially and cooperatively with library staff and representatives of the larger community such as the Friends of the Library, the CPL Foundation, other city departments, event/program guests, agents, and co-sponsors
- Develops and teaches graphics processes, procedures, and techniques as needed
- Keeps abreast of new developments in graphics production and communication practices and technology and makes recommendations for improvements in both
- Maintains stocks of all needed materials, ordering same before they are depleted
- Keeps digital assets organized for use by staff and shares materials with archivist as appropriate
- Operates and maintains all relevant equipment; notifies the appropriate people when repairs and/or general maintenance checks are needed.
- Makes recommendations for new software and hardware purchases.
- Makes suggestions for improvements and greater efficiencies to library communications
- Any other duties required for the good of the service area and the library

MINIMUM REQUIREMENTS:

A bachelor's degree from an accredited college or university required, with a specialization in graphic design preferred. Two years relevant work experience. In exceptional instances, specialized education, training and/or experience may be substituted for the educational requirement.

Excellent graphic design skills. Technical expertise in the design, preparation and production of visual materials (print and electronic); Expertise with Apple computers, Adobe Illustrator, Photoshop, InDesign, and other software and hardware as needed; Photography skills; Familiarity with email marketing software, HTML, and content management software; Ability to work well under deadline pressures; Copyediting skills; Good organizational and time management skills; Outstanding capacity to manage many projects simultaneously and to focus despite frequent interruptions; Sensitivity to the diverse Cambridge community so that communications will reflect and meet their needs; Excellent people skills. Ability to work cooperatively; Public relations and/or marketing experience and/or education; Ability to take direction and criticism, even when artistic merits are in question; Demonstrated ability to exploit modern technology to advance the library's overall mission and goals; Accuracy Exactitude Patience Tact Maturity A good sense of humor; Capability to perform basic equipment repairs and maintenance; Adaptability and dependability to work well either individually or in a team situation; Flexibility in emergency situations.

PHYSICAL DEMANDS:

- Physically able to operate a variety of machinery and equipment including office equipment such as computers, paper cutters copiers, facsimile machines, CD/DVD players
- Ability to sit and use computer workstation, including keyboard and visual display terminal, for extended periods of time
- Strength to push or pull a loaded book cart which can weigh in excess of 100 pounds on level floor and up ramp, to lift or maneuver onto cart loads of up to 50 pounds, to carry cartons of books or computers and computer equipment, to operate large manual paper cutter
- Must be able to pay close attention to details and concentrate on work
- Requires the ability to compare and/or judge the readily observable, functional, structural or compositional characteristics (whether similar or divergent from obvious standards) of data or things
- Time management ability to set priorities in order to meet assignment deadlines
- Sufficient clarity of speech and hearing or other communication capabilities which permits the employee to communicate effectively
- Sufficient vision or other powers of observation which permits the employee to read content submitted for inclusion in communications and to create and evaluate the quality of visual images
- Sufficient manual dexterity which permits the employee to type and enter data in the employment of electronic graphic or general office software

Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions.

WORK ENVIRONMENT:

- Works in assigned areas, including office areas, training rooms, various library locations, as necessary
- Normal office exposure to noise, stress, and interruptions
- Attends and participates in continuing educational programs designed to keep abreast of changes in profession

RATE: \$ 25.9043 per hour to \$29.6987 per hour in five steps

APPLICATION PROCEDURE: Internal applicants submit a job bidding form and **2 copies** of both your resume and letter of interest; external applicants submit both your resume and letter of interest **by 5pm** on the closing date via email to: employment@cambridgema.gov or to Personnel Dept, Room 309, City Hall, 795 Massachusetts Avenue, Cambridge MA 02139. Fax 617-349-4312

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